

## **How to Speak so that People Want to Listen**

**January 27, 2021**

Operator: Hello, and welcome to today's webcast. My name is (Grace) and I'll be your event specialist today. Please note the callers have been placed on mute to prevent any background noise and that today's webcast is being recorded.

After the speaker's remarks we will have a question and answer session. You can ask questions at any time or you can ask questions by pressing "star" then the number "1" on your telephone keypad.

For optimal viewing and participation, please disable your pop-up blockers. And finally should you need technical assistance. As a best practice we suggest you first refresh your browser. If that does not resolve the issue, please click on the support option in the upper right hand corner of your screen for online trouble shooting.

It is now pleasure to turn today's program over to Bill Coppel. Bill, the floor is yours.

Bill Coppel: Thank you, (Grace). And welcome to our webcast, "How to Speak So That People Want to Listen." I'm Bill Coppel, chief client growth officer at First Clearing and host of the Next Frontier podcast.

Today's program we'll focus on a critical skill for those of us in the advice business and that would be communication. And now that we're conducting business almost entirely through conference calls and Zoom and other digital platforms, the topic deserves a fresh look.

Our industry's rapid migration to and wide spread reliance on virtual communications prompted us to reach out to five-time TED Talks speaker and sound expert, Julian Treasure, for guidance.

Building on the practical exercises that more than 71 million people worldwide have viewed in his TED Talks, Julian will share the how tos of powerful speaking. He'll also help us understand how to listen so others feel heard. Julian is CEO of the Sound agency and the author of two books, "Sound in Business" and "How to be Heard."

He is also a very popular and sought after global speaker on the subject. And I'm proud to say he's been a guest on our podcast series, the next frontier, check him out at Episode 13. A quick reminder, we'll be back at the end of this presentation with a Q&A session.

And with that, I'll turn it over to Julian. Thanks for joining us today, Julian.

Julian Treasure: (Inaudible). Two basic human desires and the seven deadly sins of sleeping (inaudible). These are things that remove (useful power) (inaudible) but when this becomes a driving force in our (inaudible) (it needs to save unproductive behaviors) such as (inaudible).

But I know (inaudible) competitive speaking, do you know somebody who (has for the better) (inaudible) all the time and it becomes a little bit uncomfortable to be around (inaudible) is what I call the practice (inaudible) (lop-sided conversation) tends to (give rise to the) (inaudible).

Anyway, (to go on) what you're saying (interesting) (inaudible). And then I know – you know (inaudible). (I know) professionally I'm (impressible). But if you know it then what are you going to learn? (Not much).

If there's one thing we like more than looking good, it's being right. (Even American author and counselor, Harville Hendrix, said you can either be right or be in a relationship. And I think that's true.

The easiest way to be right is to make others wrong, which we see all over the world today in politics. It's a slippery slope once we start (charactering) and

demonizing others. We may disagree but we can seek to understand why they believe what they do.

After all, in a democracy we have to live with people we disagree with. If there are more of them, (it'd be under their rules). Being right also leads to unhelpful private behaviors, like interrupting. I wonder if there are any interrupters listening to this. I have a tip for you if that's you.

Simply take a deep breath, get into the practice of taking a deep breath before (you speak your mind). And as you're taking that deep breath you might just notice that the other person's still speaking.

Now let me move on to the seven deadly sins. I'm not saying these are banned or inherently wrong but I am saying that if they become strong habits, they will make you have to listen to them and will rob you (of power). (Inaudible).

Now I define that as speaking ill of someone not present. It's very beguiling of course but it's very often untrue and we know that when we walk away from the gossip, they'll be talking, (not us). Gossip is all around us. It's the media, it's in personal conversations. It's very difficult to avoid.

I wonder can you do a week (absence) gossip. It's a challenge. Second, we have condemnation. Discernment of course is vital. But I'm talking here about habitually finding (goals). Someone who nothing ever good enough. This comes from being right of course, but good leaders, they want to praise people.

And when and how to criticize in a motivational way. First, habitual negativity. It's really hard to be around (inaudible) entirely negative (inaudible). I know isn't it dreadful. (Inaudible) (to be around them). A little guide for your own negative checking, ask yourself how often do you use the words no or (inaudible).

Next, we have (complain), the British national sport. Well, of course it's right to complain when you can get something to come (about something). In a restaurant (inaudible) complain. But complaining about the things you can't change, well that's just (spiral misery) and not very helpful.

(Inaudible) actually have excuses, some people have (inaudible) (it's never) my fault, it's always somebody else – something else that comes pretty much through (inaudible). If it's never your fault, how will you learn to grow? Learning (inaudible) it's much better just to say sorry and recommit and create some structure that's going to prevent that from happening again.

(Last but one) we have exaggeration. We see this around us all the time in constant (language devaluation). Once upon a time it was excited, but now we have to be super (excited) (inaudible). And I often (inaudible) afterward for some (inaudible) (people that have bought a pair of trainers) are also (inaudible). It can be progressive going from (inaudible) language, to outright lying and we don't want (inaudible).

Finally we have (inaudible) confusion of (opinion). It's not the same thing, (inflating) these two we (inaudible) a lot of (inaudible).

(Hello)?

Susan Rosenhoffer: Hi everyone, this is Susan Rosenhoffer with First Clearing. We hope you enjoyed Julian's presentation. And at this time we'd like to go ahead and open up the lines for questions and answers. It's not everyday that you have a five time ted talk presenter available to ask a question to. So, (Grace), can you see if we have any questions?

Operator: I do have a question that came in in advance of the presentation. Julian, here's a question from the audience. Do you recommend mirroring when speaking? So for example, if someone speaks fast would you speed up your own speaking tempo?

Julian Treasure: Yes, I hope everybody can hear me. I think mirroring happens relatively naturally, actually. If you watch two people talking they tend to start to match each other – mirror each other. But it's certainly considerate. For example, if you're speaking to somebody who's a very slow speaker and has a slow cadence, it may come across as pretty threatening to them if you're rattling away at high volume, and really tense and excited.

So it is, I think, just considerate to be speaking in to the right listening all the time and asking yourself that question I talked about in the presentation, what's the listening as I'm speaking in to? And mirroring will probably come just as a courtesy in that way.

Operator: OK, thank you. We have an additional question, this came in in advance, it's like how do you deal with someone who has to be right all the time?

Julian Treasure: Yes, that's a very difficult one. It's not very easy to say to somebody that that's how they are being. But listening is a very powerful tool, and just simply listening to somebody tends to diffuse if they're energetic, or dogmatic, or thumping the table. Repeating back to them what they've said is a very good way of doing it – that's called reflective conversation or reflective listening.

So what I heard you say is something, and then perhaps they've been over dogmatic or whatever – and when they hear it repeated back to them they might say, OK, well maybe not. Nevertheless, it's pretty hard to give somebody critique just demonstrating listening, compassion, curiosity is probably the best way to be around them. But ultimately it's hard to change another human being. Unless you know them well enough to say, can I give you some feedback and be honest – in which case, it may work.

Bill Coppel: Julian, it's Bill Coppel speaking. I have a question for you ...

Julian Treasure: Hello, Bill.

Bill Coppel: ... how are you?

Julian Treasure: Yes, all good – thank you.

Bill Coppel: Fantastic presentation.

Julian Treasure: Oh, thank you.

Bill Coppel: For the folks listening, I have had the honor of going through the course that Julian spoke of, and I will tell you that it is eye-opening and very, very refreshing. And a question I've got for you, Julian, is that I've just noticed more and more that people tend to want to start a sentence with the word so.

And as you've delineated a couple of those key words to avoid, what is your position on the word so?

Julian Treasure: That's a great question. And I have noticed the same thing. Actually, my position on the word so is I would like to form a society for the preservation of this very, very important word. One of the exercises that I talk about in my work on listening is called RASA, and it stands for receive, appreciate, summarize, ask. It's a great way to be in conversation.

Receive means paying attention to the person, giving them 100 percent of your attention. Scott Peck said you cannot truly listen to another human being and do anything else at the same time. So that's the R.

The A is giving some sort of feedback to them, so it's appreciate – it's little noises of (inaudible) oh, really? So it's keeping the conversation flowing. The S is summarize and that is the word so. And the final A, of course, is ask questions. So the word so in there is really important.

If you can summarize what somebody said it's like closing doors behind you in the corridor of a conversation. So what we've agreed is this, is that right? Now we can move on. If you don't have a so person in the meeting it's a very – it can be a very, very circular meeting. But when you've got somebody saying, so we've all agreed this now let's move on to the next thing – you can move on quite quickly.

So means therefore. It's a logical sequence, and I do get very disturbed when I say to somebody, what do you do? And they say, so I'm a programmer. OK, I don't quite get the local sequence – you're a programmer just because I asked you? So it – I've even seen ted talks where the person walks on stage and the first word they say is so, when there is no pre-content at all.

I think we need to defend it because it's a very important word and we don't want to lose it. It's a powerful word to use if you're seeking agreement. For example, in a sales conversation, so what I hear your problem is, is this. Is that right? You're reinforcing, you're showing you've listened, you're communing with the person forging a connection and it really is a powerful word – not one we want to lose.

Bill Coppel: I've got it. And what I've learned, just from listening to that explanation is that it's a very important word and perhaps we're using it, oftentimes in the wrong way.

Julian Treasure: Indeed.

Bill Coppel: (Johnny), do we have any other questions from our listeners?

Operator: That was the final question.

Bill Coppel: Well, Julian, I want to thank you very much for spending time with us this afternoon here in the U.S., and this evening there in the U.K. And I want to make sure that everyone takes an opportunity to listen to this webcast again. I will tell you from personal experience, and I have done a fair amount of public speaking myself.

And every time I listen to a segment of one of Julian's components of his workshops, I walk away with more information than I had when I started. And I would particularly (inaudible) all, given the world we're operating in today which is virtually virtual, if you will – that we are paying very, very close attention to how we sound and be focused on our ability to truly connect with people in this new world.

So, Julian, once again, thank you for joining us and I look forward to our next conversation.

Julian Treasure: Thank you so much, Bill. It's been an absolute pleasure and I hope that it's given people something to chew on in this – as you say strange virtual world we live in where connection and understanding have never been more needed.

Bill Coppel: Be well, my friend.

Julian Treasure: You too, Bill. Thank you.

Bill Coppel: Bye now.

Operator: And again, ladies and gentlemen, thank you for joining us today. We hope you found this webcast presentation informative. This concludes our webcast. You may now disconnect. Have a great day.

END